Sales Region NAT

Agency Ref

# WDAF-TV

568701 /

09/28/12

Flight Dates 10/16/12-10/22/12

Flight Dates 10/16/12-10/22/12		
	Order Sep	00:15:00
Product	Estimate #	2136
MO 4 HEALTH AND EDU	Alt Order#	09793021
Agency Com 15%	Billing Type	Cash
Billing Contact	Order Type	GENERAL
	Billing Cycle	EOM/EOC
650 Massachusetts Ave NW	Billing Calendar	BROADCAST
Suite 210 Washington, DC 20001	<u>Demographic</u>	A35+
-	Rev Codes	SP-POL PLI POL
Sales Office DC-M	Product Codes	PL2C

**Priority** 

Advertiser Ref

**Buying Contact** 

Agency Buying Time LLC

Contract / Revision

Original Date / Revision

09/28/12

Advertiser Mo 4 Health & Education

650 Massachusetts Ave NW Suite 210

Washington, DC 20001

**Primary Account Executive** Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 12% 15920 **KCWE** % 0 **KMBC** 34% 45106 KMCI % 0 **KPXE** % 0 **KSHB** 24% 31840 **KSMO** 

Order Share 30% Market Value 132666

Order Total	S				Billin	g Plan			
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date			
October 2012	38	\$33,830.00	\$39,800.00		10/01/12	10/22/12	38	\$33,830.00	\$39,800.00
Totals	38	\$33,830,00		0.00					

													Tota	als
L	n	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	1	4	10/16/12	10/16/12	M-F 530-6a	CM-AII	530-6a	~T~~~~	:30	1	\$300.002	0.00 NM	1	\$300.00
					M-F 530-6a							Ì		
	۴	OX N	ews											
		Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	We	ek. 10	/15/12	10/21/12	-T	1	\$300.00	0.00						
7-2-1	2	4	10/17/12	10/17/12	M-F 530-6a	CM-All	530-6a	W	:30	1	\$300.002	0.00 NM	1	\$300.00
					M-F 530-6a									
	F	OX N	ews											
		Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	We	ek: 10	/15/12	10/21/12	W	1	\$300.00	0.00						
	3	4	10/18/12	10/18/12	M-F 530-6a	CM-All	530-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.00
					M-F 530-6a									
	F	OX N	ews											
		Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	We	ek: 10	/15/12	10/21/12	T	1	\$300.00	0.00						



568701 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH AND EDU Estimate # 2136

n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type		als Amoun
4 4	10/19/1	2 10/19/12	M-F 530-6a	CM-All	530-6a	F	:30	1	\$300.002	0.00 NM	1	\$300.
FOX N	ews		M-F 530-6a							Ĭ		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/15/12	10/21/12	F	1	\$300.00	0.00						
5 4	10/22/1	2 10/22/12	M-F 530-6a	CM-All	530-6a	M	:30	1	\$300.002	0.00 NM	1	\$300.
			M-F 530-6a									
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<u>Sta</u> Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
6 4		2 10/16/12	M-F 6-7a	CM-All		-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.0
0 4	10/10/1	& 10/10/1Z	M-F 6-7a	OW-74II	Q-12	-,	.50	'	\$1,000.001	0.00 14141	,	φ1,000.
FOX N	ews		🗸 1 🔾									
<u>St</u> a	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/15/12	10/21/12	-T	1	\$1,000.00	0.00						
7 4	10/17/1	2 10/17/12	M-F 6-7a	CM-AII	6-7a	W	:30	1	\$1,000.001	0.00 NM	1	\$1,000.
507.11			M-F 6-7a							ĺ		
FOX N		Fuel Data	Mankala	Constantinal	Data	Detina						
<u>St</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> w	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
8 4		2 10/18/12		CM-AII		T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.
0 4	10/10/1	2 10/10/1/2	M-F 6-7a	CIVI-AII	0-7a	1	.50	1	\$1,000,001	U.QQ TAIVI	1	φ1,000.
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Week: 10	/15/12	10/21/12	T	1	\$1,000.00	0.00						
9 4	10/19/1	2 10/19/12	M-F 6-7a	CM-All	6-7a	F	:30	1	\$1,000.00 1	0.00 NM	1	\$1,000.
50V N			M-F 6-7a									
FOX N		End Data	Mookdova	Chata Attack	Data	Datina						
<u>عند</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
10 4			M-F 6-7a	CM-AII		M	:30	1	\$1,000.001	0.00 NM	1	\$1,000.
10 "7	10/22/1	a. (0/2.5./12	M-F 6-7a	0,0,7,11	0.14	61	.00		ψ1,000.00 T	O. O.O. 14191	'	Ψ1,000.
FOX N	ews											
<u>St</u> a	art Date	End Date	<u>Weekdays</u>	Spots/Week	***************************************	Rating						
Week: 10		10/28/12	M		\$1,000.00	0.00						
11 4	10/16/1	2 10/16/12		CM-AII		-T	:30	1	\$825.001	0.00 NM	1	\$825.
EOV N			7-8a		(7:00 AM-8:0	20 AM)						
FOX No		End Data	Maakdaya	SpotoAllook	Data	Datina						
Week: 10		End Date 10/21/12	<u>Weekdays</u> -T	Spots/Week 1		Rating 0.00						
		2 10/17/12		CM-All		W	:30	1	\$825.001	0.00 NM	1	\$825.
12 47	192 (171)	C 100111110	7-8a		(7:00 AM-8:		.00	,	#O#O.00 I	0.00 18191	'	WOLU.
FOX No	ews				<b>(</b>	,						
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/15/12	10/21/12	W	1	\$825.00	0.00						
13 4	10/18/1	2 10/18/12	M-F 7-9a	CM-All			:30	1	\$825.001	0.Q0 NM	1	\$825.
			7-8a		(7:00 AM-8:0	00 AM)				Ī		
FOX N		C=4 D-4:	Mankatara	Ou sta 0.64= . 1	D-1-	Detina						
Sta Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$825.00	Rating 0.00						
VVCCK. IU					φο∠3.UU							
14 4	40/40/4	9 10/40/49	M E 7 Oc	CM-All	7 9a	F	:30	1	\$825,001	0.00 NM	1	\$825.



Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH AND EDU Estimate # 2136

Ln C	h Star	t End	Inventory Code			Time Days		oots	Rate Pri	Rtg Type	Tota Spots	als Amount
14	4 10/19	/12 10/19/12	· ·	· ·		F	:30	1	\$825.001	0.00 NM	1	\$825.0
FO	X News		7-8a		(7:00 AM-8:	00 AM)						
	Start Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
Week	c 10/15/12	10/21/12	F		\$825.00	0.00						
15	4 10/22	/12 10/22/12	M-F 7-9a	CM-All		M	:30	1	\$825.001	0.00 NM	. 1	\$825.0
	V Name		7-8a		(7:00 AM-8:	00 AM)						
ru.	X News Start Date	End Date	Weekdavs	Costa AM a ak	Doto	Dotin-						
Week	: 10/22/12	10/28/12	M	Spots/Week 1	<u>Rate</u> \$825.00	Rating 0.00						
16		/12 10/16/12	M-F 5-6p	·····		~T	:30	1 9	\$1,000,001	0.00 NM	1	\$1,000.0
			5-530p	2777			,,,,	' '	ψ1,000,0 <u>0</u> 1	0.09 F4141		ψ1,000.0
Nev						•						
	Start Date		<u>Weekdays</u>	Spots/Week								
	: 10/15/12	10/21/12	-T		\$1,000.00	0.00						
17	4 10/18	/12 10/18/12	M-F 5-6p 5-530p			T	:30	1 \$	\$1,000.001	0.00 NM	1	\$1,000.0
Ne	WS		3-530p		(5:00 PM-5:	30 FNI)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/15/12	10/21/12	T	1	\$1,000.00	0.00						
18	4 10/18	/12 10/18/12	M-F 5-6p	CM-All	5-530p	T	:30	1 \$	\$1,000.00 1	0.Q0 NM	1	\$1,000.0
			5-530p		(5:00 PM-5:	30 PM)						
Nev		End Date	Moskalova	Cmata 80ia a l	D-4-	D-C						
Week	310/15/12	10/21/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
19	· · · · · · · · · · · · · · · · · · ·	12 10/19/12		CM-All		F	:30	1 9	1,000,001	0.00 NM	1	£4 000 0
		· · · · · · · · · · · · · · · · · · ·	5-530p		(5:00 PM-5:		.50	1 4	1 00.000,1	O'OO MANA	1	\$1,000.00
Nev	NS		·		•	,				i		
	Start Date	***************************************	<u>Weekdays</u>	Spots/Week	***************************************	Rating						
	: 10/15/12	10/21/12	F_		\$1,000.00	0.00			····			
20	4 10/22.	/12 10/22/12	•			M	:30	1 \$	1 000.000	0.00 NM	1	\$1,000.00
Nev	ws		5-530p		(5:00 PM-5:	30 PM)				- 1		
		End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week	10/22/12	10/28/12	M	1		0.00						
21 4	4 10/16/	12 10/16/12	M-F 5-6p	CM-All		-T	:30	1 \$	1,000.001	0.00 NM	1	\$1,000.00
			530-6p		(5:30 PM-6:0	00 PM)			( , , , , , , , , , , , , , , , , , , ,		·	* . ,
Nev					_							
Mook	Start Date : 10/15/12		Weekdays -T									
22		10/21/12 12 10/16/12			\$1,000.00	0.00						
. 44.	4 10/16/	12 10/10/12	w-r 5-ep 530-6p		530-6p (5:30 PM-6:0	-T	:30	1 \$	31,000.001	0.00 NM	1	\$1,000.00
Nev	vs		ооо-ор		(0.00 PN-0.0	70 I-W()						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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23 4	4 10/18/	12 10/18/12	•		530-6p	T	:30	1 \$	1,000.001	0.00 NM	1	\$1,000.00
Mari			530-6p		(5:30 PM-6:0	00 PM)				ľ		
Nev	vs Start Date	End Date	Mookdous	CnotoAttack	Data	Datina				I		
Week	: 10/15/12	10/21/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
24 4		12 10/19/12			530-6p	F	:30	1 0	1,000.001	0.00 NM	4	ድፋ በስለ ለር
	. (5/19/	ர பமா⊠ரI∯க	530-6p		(5:30 PM-6:0		.30	1 4)	HINDUNING I	ייטט ואואו	1	\$1,000.00
Nev	vs		•			7				I		



Contract / Revision

Flight Dates 10/16/12-10/22/12 568701

Hiatus Dates

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH AND EDU

<u>Original Date / Revision</u> 09/28/12/ 09/28/12

<u>Estimate #</u> 2136

	<b>.</b>	<b></b>			O. (	_				Tota	
Ln Ch	Start	End	Inventory Code		Start/End Tir		Len Spot		Rtg Type	Spots	Amount
24 4	10/19/1	2 10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00	F РМ)	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
News	4 4 D - 4 -	End Data	10/a aladassa	O4 08/1-	Dete	D-4:					
<u>S</u> Week: 10	tart Date	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
25 4		2 10/22/12			530-6p	M	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
News	10(22) 1	e ivieelie	530-6p		(5:30 PM-6:00		04.	1 00.000,14	O.UU MINI	1	\$1,000.00
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11		10/28/12	M		\$1,000.00	0.00					
26 4		2 10/16/12	M-F 6-630p M-F 6-630p	<del>-,</del>	6-630p	-T	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
News											
<u>S</u> Week: 10	tart Date 0/15/12	End Date 10/21/12	Weekdays -T	Spots/Week 1	Rate \$1,440.00	Rating 0.00					
27 4	10/17/1	2 10/17/12	M-F 6-630p M-F 6-630p	CM-AII	6-63Cp	W	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
News											
<u>S</u> Week: 1	<u>tart Date</u> 0/15/12	End Date 10/21/12	Weekdays W	Spots/Week 1	<u>Rate</u> \$1,440.00	Rating 0.00					
28 4	10/18/1	2 10/18/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	T	:30	1 \$1,440.001	MM 00.0	1	\$1,440.00
News											
<u>St</u> Week: 10	t <u>art Date</u> 0/15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$1,440.00	Rating 0.00					
29 4 News	10/19/1	2 10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	en en en en for as	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/21/12	F		\$1,440.00	0.00					
30 4	10/22/1	2 10/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M	:30	1 \$1,440,001	MM 00.0	1	\$1,440.00
News											
<u>Si</u> Week: 10	tart Date 0/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$1,440.00	Rating 0.00					
E 31 4	10/16/1	2 10/16/12	M-F 10-1030p M-F 10-1030p	CM-AII	10-1030p	-T	:30	1 \$1,800.001	MM 00.0	1	\$1,800.00
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<u>Si</u> Week: 10	tart Date	End Date 10/21/12	<u>Weekdays</u> -T	Spots/Week	Rate \$1,800.00	Rating 0.00					
32 4		2 10/17/12	M-F 9-10p	CM-All	9-930p	W	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
News			9-930p		(9:00 PM-9:30	MIVI)			I		
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/21/12	W		\$1,800.00	0.00					
E 33 4	10/19/1	2 10/19/12	M-F 10-1030p M-F 10-1030p		10-103Qp		:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
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	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10		10/21/12	F		\$1,800.00	0.00		····			
E 34 4	10/19/1	2 10/19/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	> F	:30	1 \$1,800.001	MM 00.0	1	\$1,800.00
News									1		

Print Date: 09/28/12

Page 5 of 5

Contract / Revision

568701

Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH AND EDU Estimate # 2136

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Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days.	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 34	4	10/19/1	2 10/19/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	F	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
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	***********	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				I		
W	eek: 10.	/15/12	10/21/12	F	1	\$1,800.00	0.00						
E 35	4	10/22/1	2 10/22/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
	News												
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 10/	22/12	10/28/12	M	1	\$1,800.00	0.00						
36	4	10/20/1	2 10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	5-	:30	1	\$800,001	M/ 00.0	1	\$800.00
	News												
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 10/	15/12	10/21/12		1	\$800.00	0.00				1		
37	4	10/21/1	2 10/21/12	Su 5-6p Su 5-6p	CM-All	5-6p	\$	:30	1	\$375.00 1	0.00 NM	1	\$375.00
	News			ou o-op							-		
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				l		
W	eek: 10/		10/21/12	S	1	\$375.00	0.00						
38	4	10/21/1	2 10/21/12	Su 9-10p	CM-All			:30	1	\$1,800,001	0.00 NM	1	\$1,800.00
				Su 9-10p		p	_	,,,,,	•	41,000,001	0.00 14.01	•	Ψ1,000.00
	News			•									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 10/	15/12	10/21/12	S	1	\$1,800.00	0.00						
***************************************		******			<del>(****)********************************</del>			***************************************			Tatals	20 Q	30 200 00

Totals 38 \$39,800.00



Print Date

09/28/12

Page 1 of 5



# Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00 Product Estimate # 2135 **MO 4 HEALTH & EDUC** 09793023 Alt Order # Billing Type Cash 15% Agency Com Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC 650 Massachusetts Ave NW Billing Calendar BROADCAST

Suite 210 Demographic A35+

Washington, DC 20001

Rev Codes SP-POL PLI POL.

Sales Office DC-M Product Codes PL2C Sales Region NAT **Priority** 1 Agency Ref Advertiser Ref

Advertiser Mo 4 Health & Education

09/28/12

**Buying Time LLC** Agency

**Buying Contact** 

Contract / Revision

Original Date / Revision

650 Massachusetts Ave NW Suite 210

Washington, DC 20001

Primary Account Executive Dan Driscoll

End Date Start Date Account Executive Order% Dan Driscoll 100%

568691

09/28/12

Order Share 30% Market Value 132666

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	15920
KCWE	%	0
KMBC	34%	45106
KMCI	%	0
KPXE	%	0
KSHB	24%	31840
KSMO	%	0

**Order Totals** Billing Plan # of Spots Month Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 31 \$27,569,75 \$32,435,00 0.00 10/01/12 10/28/12 31 \$27,569.75 \$32,435,00 November 2012 7 \$6,260.25 \$7,365.00 0.00 10/29/12 10/29/12 7 \$6,260.25 \$7,365.00 38 \$33,830.00 \$39,800.00 0.00 Totals

												Tota	ls
Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
1	4	10/23/12	10/23/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	~T~~~~	:30	1	\$300,002	0.00 NM	1	\$300.00
	FOX N	ews											
V	<u>St</u> : /eek: 10	***************************************	End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
2	4	10/24/12	10/24/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	W	:30	1	\$300.002	0.00 NM	1	\$300.00
	FOX N	ews									- 1		
V	<u>Sta</u> /eek: 10		End Date 10/28/12	Weekdays W	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
3	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	T	:30	1	\$300.002	0.00 NM	1	\$300,00
	FOX N	ews											
	Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						



568691 Flight Dates 10/23/12-10/29/12

Hiatus Dates

<u>Original Date / Revision</u> 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2135

Ln Ch Star		Inventory Code		Start/End	-	Len S			Rtg Type	opora	Amoun
3 4 10/25	1/12 10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.0
FOX News		400 54									
Start Date	determination of the second	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	T	1	\$300.00	0.00						
4 4 10/26	/12 10/26/12	M-F 530-6a M-F 530-6a	CM-All	530-6a		:30	1	\$300.002	0.00 NM	1	\$300.0
FOX News		W-F 550-68							I		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	F	1	\$300.00	0.00						
5 4 10/29	/12 10/29/12	M-F 530-6a	CM-AII	530-6a	M,	:30	1	\$300.00 2	0.00 NM	1	\$300.0
FOX News		M-F 530-6a							İ		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10/29/12	11/04/12	M	1	\$300.00	0.00				İ		
6 4 10/23	/12 10/23/12	M-F 6-7a	CM-All	6-7a	-Т	:30	1	\$1,000.001	0.00 NM	1	\$1,000.0
FOX News		M-F 6-7a									
Start Date	End Date	Weekdays	Cnoto/Mook	Doin	Dating						
Week: 10/22/12	10/28/12	<u>vveekdays</u> -T	Spots/Week 1	<u>Rate</u> \$1,000,00	Rating 0.00						
	/12 10/24/12	M-F 6-7a	CM-AII		W	:30	1	\$1,000.001	0.00 NM	1	\$1,000.0
		M-F 6-7a			•	.00		ψ1,000.00 i	0.00 /4141	'	φ ε,000.0
FOX News											
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> w	Spots/Week	Rate	Rating						
	/12 10/25/12		CM-All	\$1,000.00	0.00 T	:30		P4 000 00 4	0.00 1/14		*
10720	12 10/20/12	M-F 6-7a	CIVITAIL	0-7 a		.30	1	\$1,000.00 \$	0.00 NM	1	\$1,000.0
FOX News											
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	T		\$1,000.00	0.00						
9 4 10/26	12 10/26/12	W-F 6-7a M-F 6-7a	CM-All	6-7a	F	:30	1	\$1,000.001	0.00 NM	1	\$1,000.0
FOX News		WFI OFIA									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	F		\$1,000.00	0.00						
10 4 10/29/	12 10/29/12		CM-All	6-7a	M	:30	1	\$1,000.00 1	0.00 NM	1	\$1,000.0
FOX News		M-F 6-7a							İ		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12		M		\$1,000.00	0.00						
11 4 10/23/	12 10/23/12	M-F 7-9a	CM-AII		-T	:30	1	\$825.00 1	0.00 NM	1	\$825.0
FOX News		7-8a		(7:00 AM-8:0	00 AM)						
	End Date	Weekdays	Cnoto Minnie	Data	Detica				1		
Week: 10/22/12	10/28/12	-T	Spots/Week 1	<u>Rate</u> \$825.00	Rating 0.00						
12 4 10/24/		M-F 7-9a	CM-All		W	:30	1	\$825.001	0.00 NM	1	\$825.00
		7-8a		(7:00 AM-8:0		.00	٠	ψ040.00 Ι	J.OU INWI	1	φο25.00
FOX News											
	End Date	<u>Weekdays</u> w	Spots/Week		Rating						
Week: 10/22/12 13 4 10/25/	10/28/12			\$825.00	0.00			A00# 4 = :			
10 4 10/25/	12 10/20/12	7-8a	CM-AII	7-8a (7:00 AM-8:0	~~~T~	:30	1	\$825.001	0.00 NM	1	\$825.00
FOX News				D. O-IMP OO. 17	O / 11VI)				1		



Flight Dates 10/23/12-10/29/12

Hiatus Dates

<u>Original Date / Revision</u> 09/28/12/ 09/28/12

<u>Order Sep</u> 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2135

Ln Ch	Start	End	Inventory Code			Time Days		HAMMADON SANDA		Rtg Type 9	United Street Control	Amoun
13 4	10/25/1	2 10/25/12	M-F 7-9a 7-8a	CM-AI	⊢7-8a ⊣(7:00 AM-8:	T 00 AM)	:30	1	\$825.001	0.00 NM	1	\$825.
FOX N	News				(	<b>20</b> /,						
<u>S</u> Week: 1	itart Date	End Date 10/28/12	Weekdays	Spots/Week	***************************************	Rating						
14 4		2 10/26/12	-	1 CM-All	<del></del>	0.00 F	:30	1	\$825.001	0.00 1144		****
	10,20,1	L 10/20/12	7-8a	OWITH	(7:00 AM-8:	· · · · · · · · · · · · · · · · · · ·	.50	'	ф025.00 I	0.00 NM	1	\$825.
FOX N												
<u>S</u> Week: 1	tart Date	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week 1	Per Printers and Park	Rating 0.00						
15 4		2 10/29/12		CM-All	<del></del>	M	:30	1	\$825.00 1	0.00 NM	1	¢ooe.
,		- 10,20.12	7-8a	O 7 (	(7:00 AM-8:		.50	'	φ025.00 1	U.UU 14141	ı	\$825.
FOX N												
<u>Si</u> Week: 10	tart Date	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 1		Rating 0.00						
16 4		2 10/23/12			5-530p	0.00 	:30	1 &	1,000.001	0.00 NM	1	£1.000 i
	1,5,25,11	- *0.20, .2	5-530p	O(4) 7 (()	(5:00 PM-5:		.50	1 4	1,000.00 1	0.00 1001	1	\$1,000.
News												
<u>Si</u> Week: 10		End Date 10/28/12	<u>Weekdays</u> −T−−−−	Spots/Week		Rating						
17 4		2 10/24/12			\$1,000.00 5-530p	0.00 W	:30	1 ¢	1,000.00 1	0.00 NM	1	£1.000 i
	. 4/2 // .		5-530p	0141-7411	(5:00 PM-5:	==	.50	Ιψ	1,000.00 1	U.UU INIVI	,	\$1,000.
News						·						
<u>S1</u> Week: 10	tart Date	End Date 10/28/12	<u>Weekdays</u> w	Spots/Week		Rating						
18 4		2 10/25/12			\$1,000.00 5-530p	0.00 T	:30	1 0	1,000,00 1	0.00 104		P4 000
,	10/20/12	10/20/12	5-530p	OWA	(5:00 PM-5:	· · · · · · · · · · · · · · · · · · ·	.30	ΙΦ	1,000.00 1	0.00 NM	1	\$1,000.0
News	_					Í				I		
<u>St</u> Week: 10		End Date 10/28/12	Weekdays T	Spots/Week		Rating						
19 4		2 10/26/12			\$1,000.00 5-530p	0.00 F	:30	4 0.	1,000.00 1	0.00 NM	4	64.000.0
	10/20/12	0/20/12	5-530p		(5:00 PM-5:3	•	.30	1.2	1,000.00 1	U.UU INIVI	1	\$1,000.0
News			•		•	,				1		
<u>St</u> Week: 10		End Date 10/28/12	<u>Weekdays</u>	Spots/Week		Rating						
20 4		10/28/12			\$1,000.00 5-530p	0.00 M	:30	1 64	1,000.00 1	0.00 NINA	4	£4.000.0
20 4	(0/20/12	10/20/12	5-530p		(5:00 PM-5:3		.30	ΙŞ	1,000.00	0.00 NM	1	\$1,000.0
News	_				•	ŕ						
<u>St</u> Week: 10		End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
21 4		10/23/12	M-F 5-6p	~~~	\$1,000.00 530-6p	0.00 -T	:30	1 04	1.000.00.1	0.00.104	4	04.000.0
& I T	10/2,0/12	. 10/20/12	530-6p		(5:30 PM-6:0		:30	1 \$1	1,000.001	0.00 NM	1	\$1,000.0
News					•	,						
		End Date	<u>Weekdays</u> −T−−−−	Spots/Week	Rate	Rating				l		
Week: 10 22 4		10/28/12			\$1,000.00	0.00	-20	4 04	1 000 00 1	2 22 344		
LC 4	10/24/12	. 10/24/12	M-F 5-6p 530-6p		530-6p (5:30 PM-6:0	W 00 PM)	:30	7 \$1	1,000.001	0.00 NM	1	\$1,000.0
News			1		,=.== : 0.0	,				1		
		End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>		1				
Week: 10	····	10/28/12	W		\$1,000.00	0.00						
23 4	10/25/12	10/25/12	M-F 5-6p 530-6p		530-6p	T	:30	1 \$1	1,000.00 1	0.00 NM	1	\$1,000.0
News			550-op		(5:30 PM-6:0	O LIM)						





Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

<u>Order Sep</u> 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2135

											Tota	als
Ln	Ch	Start	End	Inventory Code		Start/End Tir	ne Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
23	4	10/25/1	2 10/25/12	M-F 5-6p 530-6p		530-6p (5:30 PM-6:00	T PM)	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
٨	lews											
10/0	4-4-	tart Date	End Date	Weekdays ⊤	Spots/Week		Rating					
		0/22/12	10/28/12			\$1,000.00	0.00	.20	4 64 000 004	0.00 NM	4	#4 000 00
24	4		2 10/26/12	530-8p		530-6p (5:30 PM-6:00	-	:30	1 \$1,000.001	U.UU ININI	1	\$1,000.00
N	lews	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We		0/22/12	10/28/12	F		\$1,000.00	0.00					
25	4		2 10/29/12	M-F 5-6p		530-6p	M	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
				530-6p		(5:30 PM-6:00	PM)		, , , , , , , , , , , , , , , , , , , ,		-	, ,, ,, , , , , , , ,
V	lews											
	_	tart Date	End Date	Weekdays	Spots/Week	WWW.	Rating					
		0/29/12	11/04/12	M		\$1,000.00	0.00	.00	1 01 110 00 1	000 101		04 440 00
26	4	10/23/17	2 10/23/12	M-F 6-630p M-F 6-630p	CIVI-AII	6-830p	-T	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
N	lews			W-1 0-030p								
		tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We		0/22/12	10/28/12	-T	1	\$1,440.00	0.00					
27	4	10/24/12	2 10/24/12	M-F 6-630p M-F 8-630p	CM-All	6-630p	W	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
N	lews			,								
	_	<u>tart Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating					
		0/22/12	10/28/12	W	<del></del>	\$1,440.00	0.00					
28	4	10/25/1;	2 10/25/12	M-F 6-630p M-F 6-830p	CM-AII	8-630p	T	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
11	lews Si	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We	_	0/22/12	10/28/12	T	***************************************	\$1,440.00	0.00					
29	4	10/28/12	2 10/26/12	M-F 6-630p	<del></del>	6-630p	F	:30	1 \$1,440.001	0.00 NM	. 1	\$1,440.00
٨	lews			M-F 6-830p		,						
	<u>S</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
We	ek: 1	0/22/12	10/28/12	~ ~ ~ <del>-</del> ~ ~ ~	1	\$1,440.00	0.00					
30	4	10/29/12	2 10/29/12	M-F 6-630p M-F 6-630p	CM-AII	8-630p	M	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
N	lews		<b>5.15.</b>									
Ma		tart Date	End Date	<u>Weekdays</u> M	Spots/Week		Rating					
	4	0/29/12	11/04/12 2 10/23/12	M-F 9-10p		\$1,440.00 9-930p	0.00 ~T~~~~-	:30	4 64 900 00 4	0.00 NM		#4 000 00
31	4	10/23/17	4 10/23/12	9-930p		9:00 PM-9:30		:30	1 \$1,800.001	U.UU NIVI	1	\$1,800.00
N	ews			5-350p		(5.50 1 101-5.50	1 1917			- 1		
	S	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
We	ek: 10	0/22/12	10/28/12	-T	1	\$1,800.00	0.00					
E 32	4	10/24/12	2 10/24/12	M-F 10-1030p M-F 10-1030p	CM-AII	10-1030p	W	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
N	iews											
			End Date	<u>Weekdays</u>	Spots/Week		Rating					
		0/22/12	10/28/12	W		\$1,800.00	0.00					
	4	10/25/12	2 10/25/12	M-F 10-1030p M-F 10-1030p	CM-AII	10-1030p	T	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
N	lews									I		



Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2135

										Tota	ils
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots Rate Pr	Rtg Type	Spots	Amount
E 33 4	10/25/1	12 10/25/12		CM-AII	10-1030p	** ** ** *** **	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
Marin			M-F 10-1030p						Ì		
News	s Start Date	mad Data	Mantedayo	Constant to a la	m -4-	D. C.					
Week: 1		End Date 10/28/12	<u>Weekdays</u> T	Spots/Week	Rate \$1,800.00	Rating 0.00					
34 4		10/26/12			9-930p	F	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
J. 7	10,20	10/20/12	9-930p	OW-All	(9:00 PM-9:	•	٠,٥٥	1 \$1,000.00 1	0.00 14141	'	φ1,000.00
News	1				(0.00 ) 111 0				1		
9	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					•
Week: 1	0/22/12	10/28/12	F	1	\$1,800.00	0.00					
35 4	10/29/1	2 10/29/12			9-930p	M	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
Marria			9-930p		(9:00 PM-9:	30 PM)			1		
News		m-4 D-4-	10/a atralarra	0 4 - 004 1-	D-4-	Datte					
<u>ತ</u> Week: 1	tart Date	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1.800.00	Rating 0.00					
36 4		2 10/27/12			Sa 7-9a	5-	:30	1 \$800,001	0.00 NM	1	\$000 00
JU -1	10/2//	2 10/2//12	Sa 7-9a	Civi-/til	0a 1-9a	3-	.30	1 \$6,00,001	U.UU INIVI	1	\$800.00
News	ı								ļ		
<u>s</u>	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating			1		
Week: 1	0/22/12	10/28/12	S	1	\$800.00	0.00					
37 4	10/28/1	2 10/28/12		CM-All	5-6p	s	:30	1 \$375.001	0.00 NM	1	\$375.00
News			Su 5-6p								
	tart Date	End Date	Mantalassa	Consta AAA sala	m -4-	D-ti					
<u>ತ</u> Week: 1		10/28/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$375.00	Rating 0.00					
E 38 4		2 10/28/12		CM-All	10-1030p		:30	1 \$1,800.001	0.00 NM	1	£4.000.00
L 00 4	10/20/1	£. 10/20/12	Su 10-1030p	CIVI-AII	10-1030p		.30	1 \$1,00.0001	U.UU INIVI	1	\$1,800.00
News			·- ·						1		
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 1	0/22/12	10/28/12	\$	1	\$1,800.00	0.00					
<del>                                      </del>									Totala	20 0	20 000 00